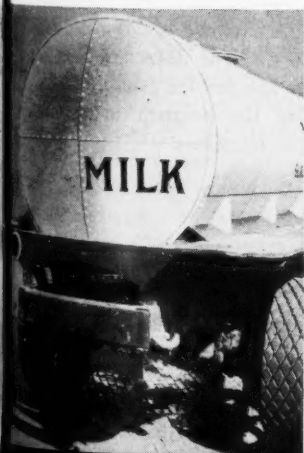




CONSUMER SERVICES

# CONSUMERS' GUIDE

MARCH 1, 1941



MILK GLOSSARY



ELECTRIC IRONS



CITRUS



BOOKSHELF

# CONSUMERS' GUIDE

MARCH 1, 1941 VOLUME VII, No. 11

A Publication of the  
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Washington, D. C.

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Prepared by  
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**IT WON'T** be long now. You can almost hear it ringing down the streets—

"No more papers, no more books,  
"No more . . ."

Twenty-six million boys and girls don't have to be told the end of that classic couplet. But what some of them may have to be told—unless parents, organizations, communities, and local governments hop to it—is that the last school bell will ring not only the end of "teachers' cross-eyed looks," but the end, too, of a nourishing lunch in the middle of the day.

Nine million school children need that healthful meal at noontime. They need more than that, but at least one good meal a day is more than they get at home. That's the count: 9 million boys and girls going to school from homes where they don't get the right food or enough of it.

Throughout this school year, in every State of the Union, in the District of Columbia, in Puerto Rico, and the Virgin Islands, some of these handicapped school children have been getting valuable foods they miss out on at home. That's because the Surplus Marketing Administration of the Department of Agriculture has been routing thousands of pounds of vitamin- and mineral-rich foods off the farms and into community or school kitchens for use in school lunch programs. At the peak of these programs, close to 5 million children were reached. Altogether about 400,000,000 pounds of food were purchased and distributed for this use.

Federal Government aid was not the only thing that made these school lunch programs possible. In fact, none of the foods would have reached the children had there not also been local organization and support, because the Government's program depends for its operation on local sponsorship, whether of a school or of a non-school group. Local sponsors must set up the machinery for operating a school lunch program; they must arrange for the receiving of foods, their preparation, and distribution to the children. They must see that the foods get to the neediest boys and girls.

Now school will soon be closing. Needy and un-needy boys and girls will be romping out to their summer of school-less days. Whether that means hard work, vigorous play, or just hanging and puttering around, the same old mischief—the mischief of bad diets—will be after them unless someone looks out.

"Cross-eyed," "wall-eyed," or straight-eyed, teachers could watch out when school was in session, but the job of seeing that vacationing children are adequately fed can't be shifted to them in summertime. That's when parents and communities must take over. Small bodies have a way of demanding food every day, school or no school, and 3 months of neglect can take the meanest toll of all, the handicapping of a defenseless child.

The Surplus Marketing Administration has announced that it stands ready to continue through the summer the aid it has given during the school year to local communities that care enough about their handicapped children to provide for them one square meal a day. That's tossing the ball over to your side of the field.

Summer lunch programs operate in exactly the same manner as the school lunch program. First there must be a community sponsor—such as a school board, a parent-teachers association, a mothers' club, a civic group, or even interested individuals.

The sponsor gets in touch with the Surplus Marketing Administration which agrees to supply surplus foods for the lunches. These foods vary with the season, but include fresh and dried fruits, cereals, vegetables, dairy and poultry products. Supplementary foods, such as meat, milk, seasonings, are provided by the community. Some communities have their own canning projects or community gardens to fill in with necessary foods.

Lunches are prepared with WPA or NYA help where that is available. Otherwise, the sponsor must see to it that the lunch menus are properly planned, a place provided for their preparation, and necessary help enlisted to prepare and serve the meals. Sometimes

older children are called in to help serve and clean up afterward. One of the best things about the summer lunch program is that preschool children not yet old enough for the school lunches are eligible for the playground or community center lunch.

Last year almost a quarter million children benefited from summer lunches. They operated in community centers, playgrounds, parks, and schools. Camps for underprivileged children made good use of the summer lunch program.

In the District of Columbia, summer lunches were served to nearly 5,000 children in 61 city schools. A typical lunch consisted of a baked bean sandwich, a bread and butter sandwich, raw carrot sticks, stewed prunes, and a half pint of milk.

In Holyoke, Massachusetts, a combination of hot and cold lunches, prepared in 9 strategically located kitchens, went to over 800 children every day.

In Chicago, a neighborhood council and a youth organization joined forces with the WPA to serve 1,200 children daily in 6 shifts.

In Denver, schools and churches banded together to bring lunches to 2,500 children—2 years old and up. As early as 10:30 A. M., the sponsors reported, a flock of children swarmed around the dining room door demanding, "When do we eat?"

The smallest as well as the biggest community can have a summer lunch program for its undernourished and needy children. All it takes is a church or school kitchen to prepare the food in, and a dining place for the children. And it isn't necessary to serve hot foods when facilities for cooking aren't at hand. Well-balanced, nutritious lunches can very simply be prepared as cold plates or sandwich dishes.

Now is the time to start a summer lunch program in your community. Help and information on how Government will supply foods is available by writing the *State Director of Public Welfare in your State*, or directly to the *Surplus Marketing Administration, U. S. Department of Agriculture, Washington, D. C.* The SMA also has a leaflet, "Summer Lunches for Hungry Children," describing the program in detail, which is free to all interested.

Thanks for photographs go to: *Farm Security Administration, page 5 (1, 6, 7, 12); Forest Service, page 7; California Fruit Growers, page 13.*



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## Consumer Services of the Department of Agriculture

**IT'S 6:30** in the morning.

An unloved clock shatters your sleep. Perhaps you roll over, snap off the alarm, snatch a 90-second cat-nap.

Then with a leap, undoubtedly, you are out of bed, into your tub, on with your clothes, and down to your morning orange juice, coffee, bacon and eggs. (That's if you eat that kind of a breakfast.)

Right there on the table before you is the unseen hand of your United States Department of Agriculture.

Seventy-nine years ago, Congress passed a bill and sent it to President Lincoln for his signature. This Act "established at the seat of Government of the United States a Department of Agriculture, the general designs and duties of which shall be to acquire and to diffuse among the people of the United States useful information on subjects con-

*Through its headquarters in Washington and its 30 branches in the country, the Department of Agriculture's scientists, economists, inspectors, graders, and educational workers help consumers buy and use many different goods and services*

nected with agriculture in the most general and comprehensive sense of that word . . ."

Today there are between 80,000 and 100,000 workers in this Department of Agriculture whose primary job is to serve the 61/4 million farm families of the Nation but whose work also reaches through to every family at some time or other from the time its members get up in the morning until they go to bed at night.

It begins at breakfast. There's no Government stamp on the oranges; the eggs don't

say a word about Department of Agriculture; the bacon just looks like bacon. But take time out after breakfast and check on the seal on the carton of eggs you bought. Look over the cellophane wrapper on the bacon. And the oranges—well, ask the older members of your family how oranges today compare with those in the early part of the century.

The eggs, if you have bought as label-minded consumers should buy, carry a Federal quality grade, along with a size designation and the date when they were graded.

MARCH 1, 1941

# These offices lend a hand to consumers:

The grade has been put on the carton under supervision of the Agricultural Marketing Service.

The bacon, if it passed over State lines before it reached you, has a mark of inspection somewhere on the wrapping telling you the meat was found to be wholesome and safe to eat. A round purple stamp of wholesomeness goes on meat that crosses State lines; a statement saying "U. S. Inspected and Passed by the Department of Agriculture" appears on every meat product or its wrapping which likewise reached your store from another State. These marks tell you the meat has met the approval of inspectors in the Bureau of Animal Industry. The law covers all meat establishments whose products pass in whole or in part over State lines.

As for the oranges, they are juicier, sweeter, and more plentiful than their ancestors of a quarter century ago. And for that, consumers can thank, at least in part, years of patient research and experimentation in laboratories and greenhouses and orchards of the Bureau of Plant Industry.

OVER THE BREAKFAST TABLE, MAYBE, there is family talk about a camping tour you'd like to take. You think it would be fun to rough it in a tent, with an army cot for your bed. Somebody has told you that's what you can do in the National Forests, which the Department of Agriculture is charged with keeping in first rate condition. You've heard that 32 million people each year use the recreational facilities of the National Forests.

In 6,000 public camping and picnic grounds you can hike, swim, ride, mountain climb, picnic, indulge in winter sports, or set up a cooperative camp. For these outdoor treats thank the Forest Service which works just as hard for public enjoyment of the forests as for the preservation of America's forest heritage.

After a little harmless day-dreaming about sleeping under great arching trees beside a mountain-fresh stream, the clock reminds you there's work to be done. Perhaps you're not the kind of person, but you may be, whose day-dreams are blacked out next minute by nightmares of unpaid bills. Of course, if you are a member of a credit union you don't need to worry so much about getting a small

**(1)** Farm families who have lost the chance to earn a living get a new start with loans and advice from the Farm Security Administration.

**(2)** Work comes easier when electrical power gets wired into farm homes with the help of loans from the Rural Electrification Administration.

**(3)** Blotting out diseases in herds, with the help of the Bureau of Dairy Industry, means a more wholesome milk supply for consumers.

**(4)** Department of Agriculture radio programs bring buying and household information for consumers from the experts at work in laboratories.

**(5)** Consumers who follow the advice of the Bureau of Entomology and Plant Quarantine know how to do their moth proofing the safe and economical way.

**(6)** Any organized group can start a credit union to save and lend money cooperatively through credit unions chartered by the Farm Credit Administration.

**(7)** Poverty, disease, hopelessness follow in the wake of soil erosion. Saving soil with the help of the Agricultural Adjustment Administration and the Soil Conservation Service means a better chance for tomorrow's consumers.

**(8)** Starch from sweetpotatoes is one of the new uses for farm products developed by the Bureau of Agricultural Chemistry and Engineering.

**(9)** Newspapers, magazines, radio, and movies carry news to consumers about food supplies and prices from the Bureau of Agricultural Economics.

**(10)** Your garden is certain to be a local show place if you plant according to advice of the Bureau of Plant Industry.

**(11)** The round purple inspection stamp put on meat by Bureau of Animal Industry inspectors is the consumer's guarantee of wholesomeness.

**(12)** Because stretching dollars to make them buy more satisfaction is as important as earning more dollars, Consumers' Counsel Division gives tips to householders over the air and in the *Consumers' Guide*.

**(13)** Home canners following directions of the Bureau of Home Economics are surer of good results because they have the benefit of laboratory-tested canning methods.

**(14)** Millions of farm women throughout the country keep up-to-date on modern methods of feeding and clothing their families with advice from the Extension Service.

**(15)** Young and old alike get better diets under the Food Stamp Plan administered by the Surplus Marketing Administration.

**(16)** Look for the grade, the size, and the date on cartons of Government-graded eggs. They are put there by the Agricultural Marketing Service.

loan to tide you over that tight financial jam you are in. Thousands of Federal credit unions, owned by people just like you, hold charters from the Governor of the Farm Credit Administration which sees to it that these credit unions meet strict standards of financial responsibility.

BREAKFAST OVER, YOU ARE READY FOR YOUR household chores. It's spring. The balmy air coming through the open window reminds you of the family's winter woolens that must soon be packed away. This year

you're not going to throw away your money on a lot of tricky moth-preventive gadgets because you remember reading a Department of Agriculture leaflet on moth control. It tells you inexpensive ways to protect your woolens. Scientists in the Bureau of Entomology and Plant Quarantine prepared this leaflet. This Bureau, in addition to doing research on farm and garden pests, helps consumers get rid of common household pests such as moths, ants, carpet beetles, and the like.



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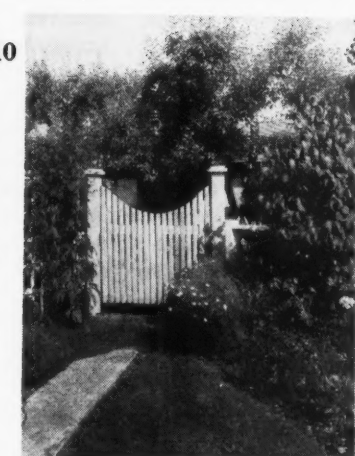
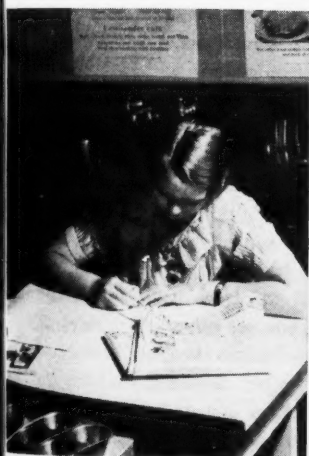
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**6** After you scratch down on your market list the *paradichlorobenzene* you'll need for the woolen clothes, you glance out the window. It's high time, you think, you began to plan your flower garden. Even though you are a suburbanite, and probably never expect to milk a cow in your life, the Department of Agriculture is ready to help you learn how to use the land you have to beautify your home and backyard. Digging through your consumer bookshelf, you pull out your copy of "Growing Annual Flowering Plants," prepared by experts in the Bureau of Plant Industry. That tells you if your hunch was correct, whether now is the time to start raking up your land and doing some planting.

YOUR MAIL IS WAITING FOR YOU. IN IT there is the latest issue of CONSUMERS' GUIDE from the Consumers' Counsel Division.

Here's something about milk and how to get it cheaper; what wheat farmers are doing about wheat supplies this year; how the Department of Agriculture is helping farm families to buy more economically; how to choose an electric iron; how to remove spots. From all over the Department of Agriculture, CONSUMERS' GUIDE gathers up the news that consumers want to know and can put to use.

A newspaper takes up 20 minutes of your time. The paper the news is printed on may be the result of research in the Department. Along with private research laboratories, scientists in the Forest Products Laboratory of the Forest Service have helped to develop the Southern pine as a new domestic source of newsprint. From research in these laboratories, too, and in laboratories of the Bureau of Agricultural Chemistry and Engineering may have come the wallboard made from agricultural wastes that you are using to build a new playroom in the basement. Or maybe the steering wheel on your car comes from the soybean plastic that Department of Agriculture scientists in the Bureau of Agricultural Chemistry and Engineering had a hand in developing. The starch that goes into the family shirts and other clothing may come from sweetpotatoes, another Twentieth Century development. One of the most promising fields for the consumer in the Department's laboratories is in the development of these new consumer products from agricultural products.

But getting back to your paper and the news, first thing you might see is something on the food supply situation. Chances are this news started on its way to you from the Bureau of Agricultural Economics or the Agricultural Marketing Service in the Department. If your local paper is on its toes, then it has advice to offer you on getting

HERE is a list of U. S. Department of Agriculture bulletins mentioned in this story. Order free bulletins from the Office of Information, U. S. Department of Agriculture, Washington, D. C. Give title of bulletin and number. Please do not write Consumers' Counsel for these. Bulletins for which there is a charge should be ordered from the Superintendent of Documents, Washington, D. C. Send cash or money order. Do not send stamps.

#### FREE BULLETINS

Clothes Moths. 145 L.

Growing Annual Flowering Plants. 1171 F.

Guides for Buying Sheets, Blankets, and Bath Towels. 1756 F.

Judging Fabric Quality. 1831 F.

Cotton Shirts for Men and Boys. 1837 F.

Women's Dresses and Slips—A Buying Guide. 1851 F.

Quality Guides in Buying Women's Cloth Coats. 117 L.

Diets to Fit the Family Income. 1757 F.

Electric Light for the Farmstead. 1838 F.

Slip Covers for Furniture. 1873 F.

Hosiery for Women—A Buying Guide. MP 342. This bulletin must be ordered from the Superintendent of Documents, Washington, D. C. It costs 10 cents.

seasonal bargains in the market by buying when certain fruits, vegetables, and meats are most plentiful. Some of that information, too, had its origin in the Agricultural Marketing Service.

Maybe the paper tells about a milk hearing being held in your community to reach an agreement on prices distributors should pay to farmers. Reading the story, you find that a representative of the Consumers' Counsel is there to speak up for consumers' interests and to answer to the needs of consumers who come to the hearing to speak up for themselves.

ON THE FOOD PAGE OF YOUR PAPER YOU find scientific tips on cooking from the laboratories of the Bureau of Home Economics, and a release from the Bureau on planning your meals so they will be economically prepared and at the same time nutritious and healthful.

Turning over to the real estate section, you notice an item on a new type of plywood to be used for low-cost housing developed in the laboratories of the Forest Service—an example of the type of research the Forest Service engages in—in its efforts to conserve the use of our woods. This Service has some practical hints on house painting to give you, too.

You haven't done your morning shopping

yet, and it's getting dangerously close to lunch time. So, with your marketing list in hand, you're off to buy some meat, milk, butter, eggs, and canned goods.

By this time, you've learned that the smart way to buy meat is to buy by quality grade. This time, you select a U. S. Good grade of round steak, graded by the Agricultural Marketing Service. At the dairy counter you pick up 2 quarts of milk, sold in a half-gallon paper container at considerable saving to your budget. If you have been reading the CONSUMERS' GUIDE regularly, you will know that right here you are observing 3 rules of economical purchasing: buying cash and carry, buying in paper containers, and buying in quantity. Behind that milk that you buy are long years of research and experiments and campaign by the Bureau of Animal Industry to make milk safer by eliminating tuberculous cows from America's pasture lands.

You ask for "92 score" butter, graded by an official of the Agricultural Marketing Service. That means the flavor, quality, and appearance of the butter meet high Federal standards.

BEING GRADE CONSCIOUS, YOU LOOK FOR A quality grade on the label of the canned vegetables you buy. Your grocer who's a smart one and keeps up-to-date, has heard about



graded labeled goods. He's all ready for you, and offers you a choice of Grade A, or Grade B, or Grade C, depending on the quality you want. Those grades represent standards of quality that have been defined by the experts in the Agricultural Marketing Service. The canner used those standards when he graded his products.

You need a dozen eggs, and your smart grocer shows you "U. S. Extras, Retail Grade A, Medium," and "U. S. Standards, Retail Grade B," both quality graded by official graders of the Agricultural Marketing Service. He wisely carries two grades because the Retail Grade B eggs are plenty good enough for mixing in puddings and things, while many people prefer the Retail Grade A quality for poaching for breakfast.

Before you leave the store, your grocer reminds you that he is the only one in town now handling the tasty and nutritious canned American cheddar cheese recently developed in the laboratories of the Bureau of Dairy Industry. Only a relatively few stores in the country so far have put the product on their shelves, but the number is increasing. Another new food product—whey candy—made from whey under a process developed in the Bureau's laboratories, may also soon be making an appearance in different forms in your corner grocery.

THAT'S QUITE A BASKETFUL OF FOOD YOU have but it isn't so far to the house, so you decide to carry it home. Back there, you unload your basket and put the food in the refrigerator. You know the temperatures the different foods require for safe keeping because you learned that from the Bureau of Home Economics and the CONSUMERS' GUIDE.

While you are freshening up for lunch, you flick on the radio. The Farm and Home Hour is on, bringing news from the Bureau of Home Economics on how to do an efficient job of spring housecleaning. It reminds you of the walls and rugs and floors you must start cleaning tomorrow.

You must hurry, now, because you have a luncheon engagement with a committee from your club. Your watch tells you, though, that you have time to stop on the way to lunch to look in on the "sale" of household textiles going on at your favorite department store. Before you leave home, you finger through your "Consumer Tips" cards, those handy little reference cards you get from the Consumers' Counsel each week if you listen to "Consumer Time," broadcast from Washington on Saturday morning over the NBC Red Network. These cards give you tips on how to buy and use all kinds of products that

come from farms. Sure enough, you find one on how to buy bath towels prepared from information from the Bureau of Home Economics.

When you get to the store, you decide on a half-dozen towels which you purchase on the basis of descriptions you read on your "Consumer Tips" card. At another counter, you choose some cotton piece goods to make a dress, after first checking carefully on shrinkage, colorfastness, and other guides to good service also learned from the Bureau of Home Economics. You know that later on, when you buy some shirts for the men in the family, a dress, some hosiery, maybe a coat in the fall, and other types of clothing, your consumer bookshelf has bulletins telling you how to choose them, written by specialists in the Bureau of Home Economics.

On your way through the store, you pass through the department where they sell kitchen utensils. So many pots and pans and gadgets and electrical things shine out at you. You think of the half wornout things at home in your kitchen. On second thought it occurs to you that maybe the CONSUMERS' GUIDE has tips to give you in buying these things, too. On some of them it does.

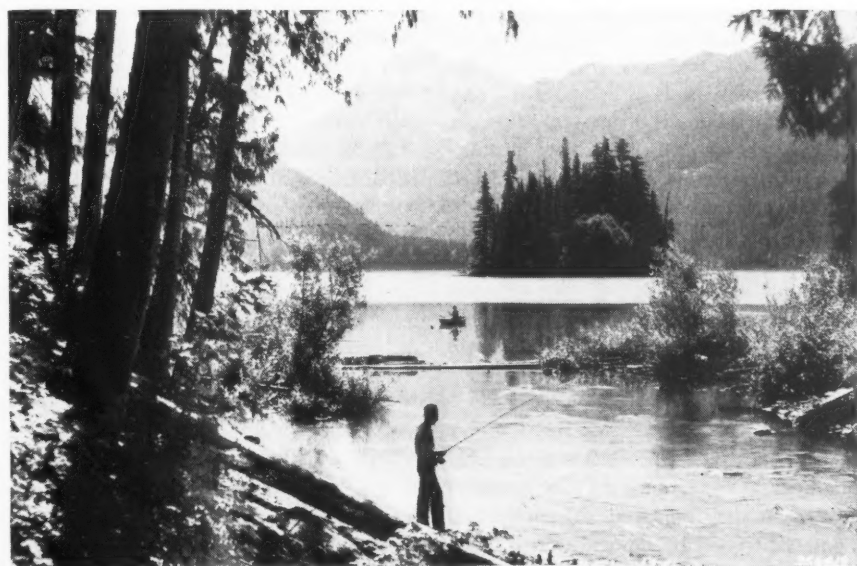
FOR LUNCH, YOU ARE JOINED BY THE COMMITTEE from your club to discuss getting a school lunch program started next fall in your city with the cooperation of the Surplus Marketing Administration. Someone suggests you investigate how to get the Food Stamp Plan started for the needy in your

community. It is agreed to send a letter for further information to the SMA, which administers the plan. Then when your project gets under way you can write the Bureau of Home Economics for recipes for cooking in quantity for 12, 25, or 50 youngsters—low cost dishes that taste good and are high in food value.

If you are lucky enough to be able to take the afternoon off, you might run out to the country to look over your Aunt Mabel's farm. She has written about the Rural Electrification Administration which helped the farm families up and down her road and along nearby roads to organize a cooperative to construct and operate a rural electric power system. With the help of a loan from REA, the cooperative has now got the lines all strung, and the electricity is feeding into farm homes and barns. Life on Aunt Mabel's farm is lots easier than it used to be. She particularly likes having running water in the house and barn. She's terribly proud, too, of the electric refrigerator she's buying, after getting advice from the Home Demonstration agent in her county, and from the REA.

LATER IN THE AFTERNOON YOU GO OFF with Aunt Mabel to the school house to a meeting of the Home Demonstration Club. (Incidentally, the school is getting electricity from the cooperative, too.) There the county Home Demonstration agent from the Extension Service in the Department talks on

**"... NOTHING, except nature, immensity, and peace."** Thirty-two million Americans, young and old, annually take to the roads that lead to our great national forests, supervised by the Forest Service. Here they hike, swim, play, picnic, pitch a tent, or set up their own cooperative camps.



MARCH 1, 1941



**BEST AND MOST DIRECT** evidence some children get of the help which the Department of Agriculture gives to consumers is the food that's served them in free school lunches. This year as many as 5 million boys and girls lunched on foods routed to them by the Surplus Marketing Administration.

canning and on buying canning equipment, just one of the multitude of subjects that club members take up to become better and more informed consumers.

When the meeting is over, Aunt Mabel takes you to visit some friends of hers who, she tells you, had rough going a few years back. They had lost their land, their equipment, and practically everything they owned, and their credit rating with private agencies had been crossed off the books. But then the Farm Security Administration loaned the family funds to start the farm in operation again and to get them on their feet. Now they have fixed up their house, have a cow, a team of horses, some serviceable equipment. Best of all, they have a long-term lease arrangement with their landlord, and they are making improvements in buildings and soil. This family is but one of 800,000 helped by the FSA. A survey in 1939 showed that before help was forthcoming, the families had an average net income of \$375 a year. After, it rose to an average of \$538. You stop to talk with the home supervisor who is visiting the family when you arrive. She tells you how the family now grows its own food, has learned to manage, to budget, and to prepare proper diets with FSA help.

AS YOU ARE DRIVING BACK HOME, AUNT Mabel points across the fields where a farm family she knows is trying out some new ways to conserve their soil, learned from the Soil Conservation Service and participation in the

Agricultural Adjustment Administration program. She tells you how much better food that family is now eating because they improve their land, farm more wisely, and earn more money, thanks to their cooperating in the farm program.

AT 6 O'CLOCK YOU ARE HOME AGAIN, ready to prepare the family dinner. It's late, so you must hurry. Fortunately, you had checked your menu yesterday with a bulletin by the Bureau of Home Economics, called "Diets to Fit the Family Income," which explains how to give your family healthful, nutritious meals and still stay within your food budget. You are proudest of the way the family likes its vegetables, now that you have learned from this same Bureau how to cook them so they not only keep more of their vitamins but they taste better, too.

By the time the meal is ready, your family is bursting with curiosity about what you've been up to all day.

Over the meal, you recount your consumer adventures with the Department of Agriculture: at breakfast, in the newspaper, in the mail, over the radio, at the store, at lunch, out in the country, and now back home again.

"Wonderful," your husband remarks.

You think you detect a little teasing in his tone of voice.

"But it is, John."

"Sure, I know it is. All I was wondering was why the Department of Agriculture does these things for us consumers."

Your Aunt Mabel explained that to you. So you're ready with your answer:

"Because it's the business of the Department of Agriculture to help farm families get a better living, and part of the business of getting a better living is learning how to spend your money wisely."

"But that's farm families, and all we grow are a couple of petunias."

"If you just wouldn't interrupt!" you come back. "Naturally, if the Department is helping farm families to spend their money wisely, it's not going to keep city families from learning the same things."

Your husband smiles across at you. "Just the same," he says, "it stands to reason, the main business of the Department of Agriculture is to help farmers."

"Of course."

"Then it can't possibly do all the things consumers want from Government."

"But nobody's saying it does, and besides that's not the point," you rejoin. "The point is that the Department of Agriculture is doing what it can to help us, and I, for one, am not going to look a gift horse in the mouth."

"Putting it that way, I guess we are lucky," your husband concedes, and touches off his teasing with a twinkle.

IT'S DARK BY THE TIME DINNER IS OVER AND the dishes are washed. The family has gathered in the living room to read and play some games until bed time. Junior's sprawling on the floor, chuckling over his daily dose of funnies. The light on his paper isn't good enough for his eyes. You wonder what you ought to do about rearranging the lights when you're reminded of a bulletin on your consumer bookshelf called "Electric Light for the Farmstead," prepared by the Bureau of Agricultural Chemistry and Engineering and the Bureau of Home Economics. Perhaps it has some pointers in it for your home, too. You glance through it and, sure enough, you discover quite a number of things that are wrong with the lighting in your house.

There is some talk, as the evening wears on, about a new cover for the living room sofa. You make a note to check your bookshelf for a copy of the Bureau of Home Economics bulletin, "Slip Covers for Furniture," in the morning.

And so, after a busy day, to bed. You've made quite a round-up of the facts about the work the U. S. Department of Agriculture does for your family and your neighborhood. Not all the facts, but enough to know that city people, as well as farm people, get a hand from this Department.



# Milk Glossary for Consumers

## PART X

### *More definitions of the words consumers use when they work on milk problems\**

#### R

**RAW MILK.** Milk that is not pasteurized or otherwise processed to destroy objectionable bacteria, except for cooling which does not destroy bacteria but merely retards their growth.

No raw milk can be guaranteed as absolutely safe. The U. S. Public Health Service recommends that people who cannot purchase pasteurized milk should buy the best grade of raw milk, then pasteurize or boil it at home before using it.

The U. S. Public Health Service Standard Milk Ordinance (See Standard Milk Ordinance) defines a standard for Grade A raw milk, as well as Grade A pasteurized milk. Milk measuring up to the standard for Grade A raw milk is as safe as any raw milk can practically be made. It must come from cows ascertained to be free of disease by regular inspection. It may not contain more than 50,000 bacteria per cubic centimeter at the time of delivery. The cows must be kept in barns which meet rather rigorous specifications, providing for cleanliness, ventilation, and lighting. The men who handle the milk must submit to periodic physical examinations. Other regulations attempt to insure the use of sanitary utensils.

In cities where the Standard Milk Ordinance is in effect, raw milk which fails to measure up to the standards for Grade A must be labeled as Grade B or Grade C, depending on how far below Grade A standards the milk falls. In such cities, Grade A, whether on raw or pasteurized milk, is the normal grade. Lower grades are temporary penalty grades, intended to discourage the sale and purchase of milk that fails to meet the normal grade, and to encourage the maintenance of Grade A standards.

Grade B raw milk must meet all the requirements of Grade A except that it need not be from abortion-free herds and may contain as many as a million bacteria per cubic centimeter.

Grade C raw milk is milk which fails to meet Grade B requirements.

Certified milk is raw milk produced under conditions specified by the American Association of Medical Milk Commissions. Usually the enforcement of the provisions laid down by the Medical Commissions is turned over to State health authorities.

Certified milk is raw milk produced under the most rigid sanitary requirements. It must not contain more than 10,000 bacteria per cubic centimeter, and it must be delivered within 30 hours of the time it is produced. The name certified milk is registered at the United States Patent Office and only licensed dairymen may sell it under that name. Because of the stringent regulations governing its production, it is usually much more expensive than pasteurized milk.

**RECEIVING STATION.** Milk's usual first stop on the way from the farm to the consumer's doorstep in cities of 500,000 or more. Receiving stations are sometimes called "country plants." Milk that is picked up from individual farms is usually delivered to depots located in the country where it is cooled, tested, weighed, and assembled for shipment in large quantities to the city.

**RELIEF MILK.** (See Surplus Marketing Administration.)

There are at least 3 kinds of milk consumers: (1) those who can afford to buy all the milk they need at prevailing prices and to whom extra charges for delivery, charge accounts, and other frills are no hardship; (2) those who could afford to buy as much milk as their families need provided they could buy milk without buying some of the expensive services which usually go with the sale of milk to consumers; and (3) families whose incomes are so low that they cannot buy fluid milk at any price that would afford a fair return to farmers and distributors.

Now if a family can't buy Venetian blinds for the living room that's too bad, but it's not exactly a public problem. When a family can't buy the milk it needs, that's something else again. Milk is a necessity. Adequate amounts of it are essential to good health of children and adults. The failure to see to it that growing children get the milk they need creates a public health problem.

Recognizing this fact, Government agencies and social agencies in some cities, acting in cooperation with milk dealers and producers, have worked out special machinery for distribution of milk to families who make up the third class of consumers. Sometimes these plans are called relief milk programs, sometimes they are called welfare programs. For a description of the measures adopted by the Federal Government, see Surplus Marketing Administration.

In general, relief programs have one or more of the 6 following central features:

(1) The city or charity organization lets bids to milk dealers for the milk it needs to supply needy families. The successful bidder then delivers the milk to needy families on order.

(2) The city or charity organization arranges with the milk dealers to deliver a stated amount of milk on order to relief families and then pays for the milk at wholesale rates.

(3) A reduced price is made to the city or charity organization under a plan by which producers and dealers accept less than their usual rates.

(4) Tickets that are redeemable in milk are sold to the city by dealers at prices which mean that the city pays less than the going price for milk. These tickets are then issued to relief families who turn them over to their milkmen in exchange for milk.

(5) Milk stations are established to which dealers deliver wholesale quantities of milk, where relief families can, on the presentation of identification cards, purchase milk at less than the going rate (this is a cash and carry scheme).

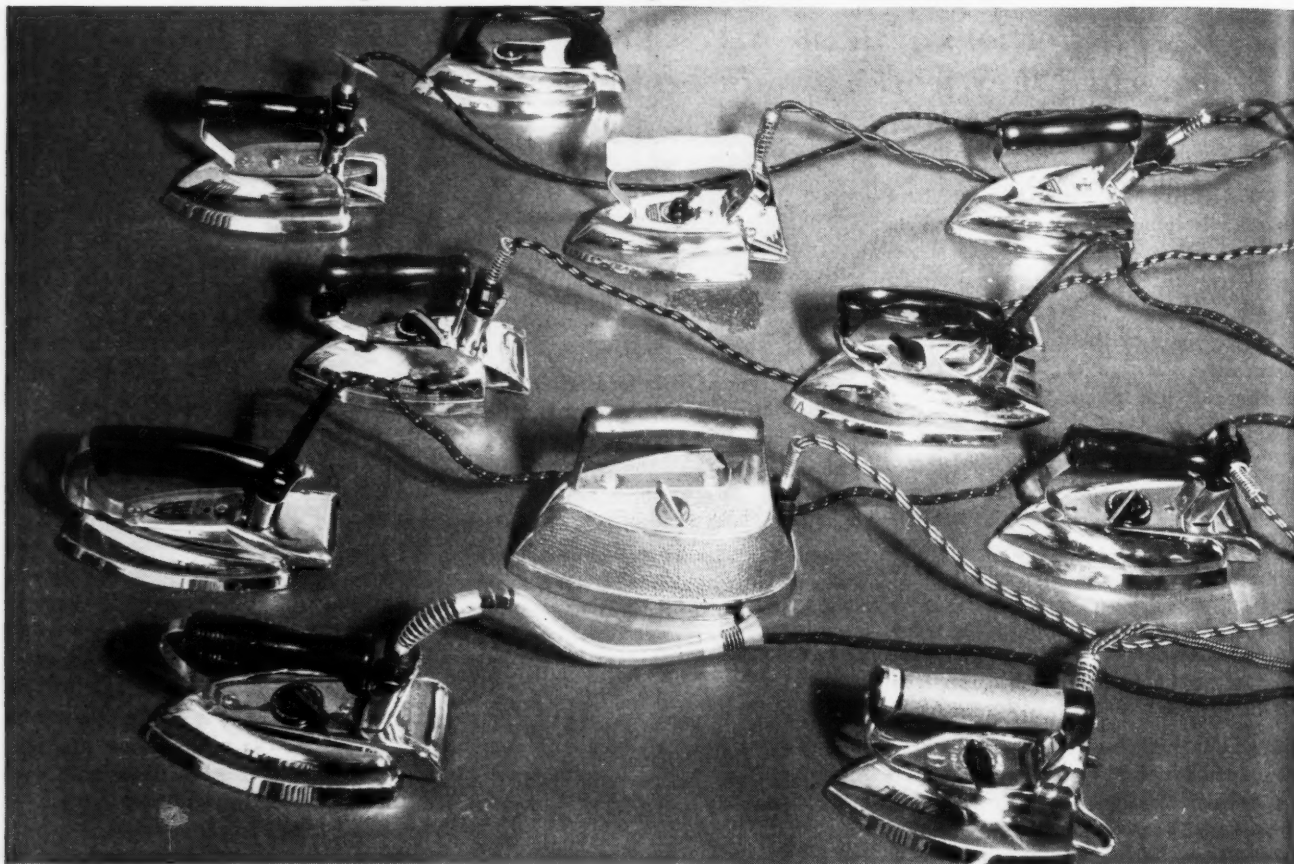
(6) Parent-Teachers Associations, sometimes with the cooperation of the city, sometimes out of their own resources, arrange for the distribution of milk to children at school. This milk may be distributed free, or it may be sold for a penny a bottle.

In 1935 a survey conducted by the Consumers' Counsel Division disclosed that 83 out of 145 cities that answered inquiries sent to them had a relief milk scheme of some kind.

England, it should be noted, has recently adopted a nationwide scheme which recognizes the special importance of milk. A pint of milk may be purchased at half the prevailing price by any family for each nursing or expectant mother or child under school age it includes. Free milk is available to any household that can't afford to buy it after its need is determined. In addition, free milk is distributed in the schools.

\* Earlier installments appeared in the August, October 1, October 15, November 1, December 2, December 16, 1940, January 15, February 1, and February 15, 1941, issues of CONSUMERS' GUIDE.

# So You're Buying an Iron?

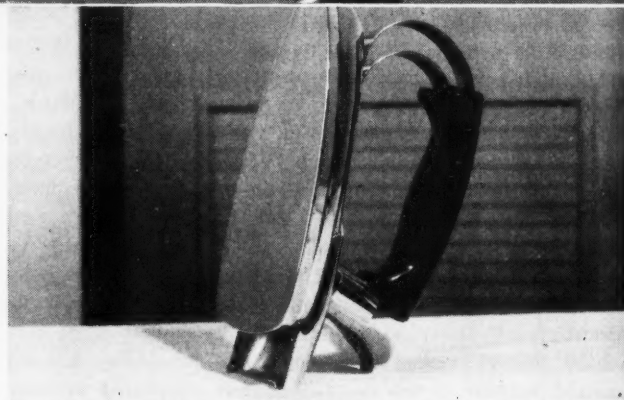


**1. LINED UP** here like a battery of long-tailed tanks are just a few of the thousands of electric irons that go to work on the family laundry each week in the United States. There are irons with and without temperature control. There are cordless irons which heat on contact with their electrically-wired stands. Different kinds and sizes serve different purposes. Know what you want yours for before you start to look. The iron that suits your neighbor's needs may not fill yours at all.

**2. IRONS VARY** in size, shape, finish, and construction. Soleplate surfaces, for example, range from 21 to 36 square inches. Large irons are preferable for large, plain pieces. For general household ironing, choose one with a soleplate of at least 25 square inches. Shape is important too. Irons with narrow points, beveled edges, tapered sides make it easier to get around buttons, smooth out pleats and gathers. Rounded back corners help to prevent wrinkling in backward sweeps of the iron.

**3. YOU DON'T NEED** a heavy iron to do a good job. Light irons work just as well on the laundry and much better on the laundress. A good ironing job depends largely upon maintaining the right ironing temperatures, and upon the proper amount of moisture in the fabrics which require dampening. Wattages vary from 400 to 1,500. The wattage necessary to maintain proper ironing temperature depends somewhat on the construction of the iron. An iron of under 800 watts may not heat quickly, nor maintain its heat on heavy, damp pieces. As a rule, the higher the wattage, the higher the original cost.

CONSUMERS' GUIDE





*Some day labels will guide you straight to the iron you want. Till then, take these Bureau of Home Economics tips on how to choose*

**4. ANOTHER PLACE** to examine is the ironing surface. It should be perfectly flat and smooth. It should be made or finished in a non-corrosive metal such as chromium so it will stay smooth. Nickel plate may tarnish. Avoid thin plating which often peels off.

**5. SEE HOW** the handle fits. It should be large enough so your hand does not fit all the way around, longer than your palm is wide, and made of a material which won't conduct heat. Be sure there's no danger of your hand touching the hot metal parts of the iron.

**6. SOME IRONS** come with temperature controls. The easiest type to use is a dial marked with fabric names rather than one marked in temperatures or numbers. A temperature control adds to original price, but it may reduce ironing costs by saving electricity. By preventing overheating, and keeping tem-

perature uniform, a control may prolong the life of the heating element and eliminate scorching.

**7. NOW AND THEN** you come upon a steam iron. That's the kind especially useful to dressmakers and people who press trousers. This type is not recommended for ordinary home work; it may be more expensive, awkward to handle, and is not always a substitute for the dampening that linens, cottons, rayons, and some silks need if you are to get good results.

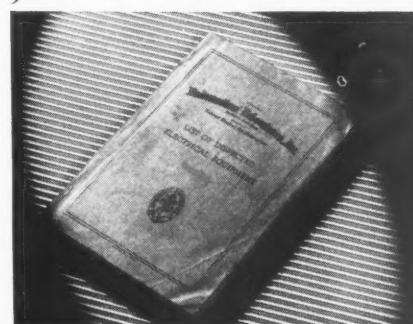
**8. SAFETY** and wear standards for cords are assured by buying irons with Underwriters' Laboratories' bands on the cords. The red band, usually found on cords accompanying less expensive irons, means a cord will stand at least 3,000 flexings. The gilt band means the cord will withstand at least 10,000 circular twists without wearing through.

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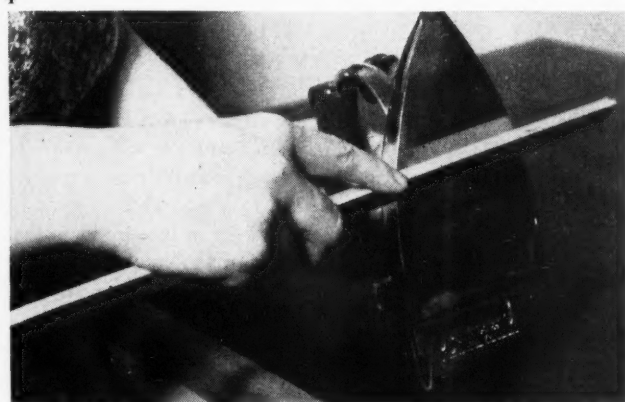
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**9. LAST THING** to investigate is the guarantee. Irons listed by the Underwriters' Laboratories as being safe from fire and shock hazard can usually be depended on for durability, too. This will guide you, but read the guarantee carefully. Make sure you understand what the guarantee covers and for how long.

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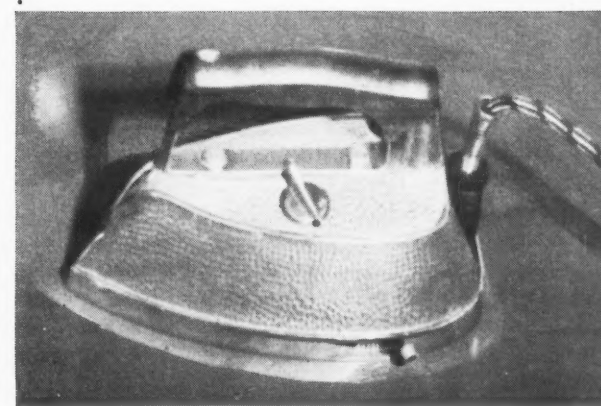
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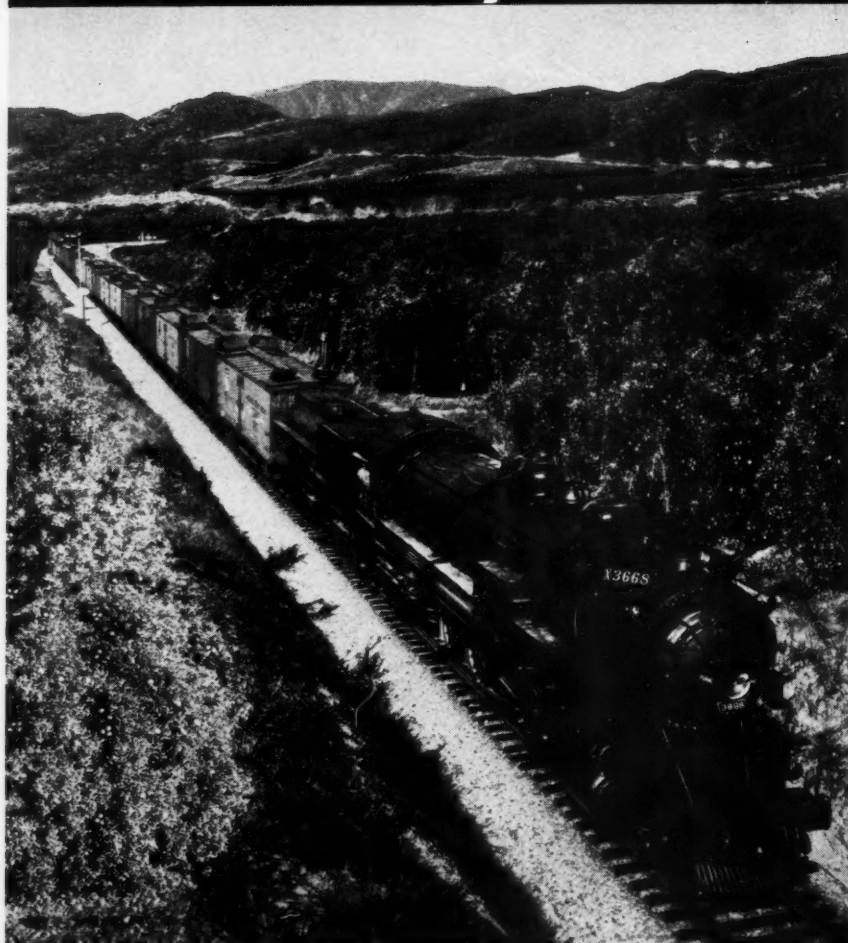


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# Citrus Saga

## PART IV



*While citrus fruit move from growers to consumers, citrus dollars move back from consumers to growers. Here's what happens along the way\**

**YOU TURN UP** at the store and get a paper bag full of oranges. It costs \$1.00. Who gets that dollar?

California orange growers during the last season got 22 cents (on-the-tree-value) of the average consumer's dollar spent on California oranges in city markets.

Picking, washing, polishing, packing, and storage ate up 18 cents of the consumer's California dollar.

Hauling the fruit across the country, icing it, and taking care of it en route cost 25 cents.

Oranges are sold through the regular wholesale channels and also through the fruit

auctions which are held at the railroad terminals of most large cities. The auction company and other wholesale handlers of California oranges got about 6 cents of this consumer's dollar.

The retailer got 29 cents of that dollar.

Consumer dollars laid out for Florida oranges during the winter of 1939-40 followed a different trail.

For the fruit as it hung on the trees, Florida growers got 24 cents out of every consumer's dollar.

Picking and packing, washing and polishing, cost some 21 cents. The railroad

TRANSCONTINENTAL railroads and refrigerator cars made the morning juice possible for millions of consumers, but since ice first was packed into the first refrigerator cars, the transportation of citrus fruits has taken a turn. Today about 72 percent of the citrus fruit marketed rides the railroads, about 8 percent finds a berth in boats, and about 20 rides the highways in trucks.

companies got 18 cents out of each consumer's dollar for hauling, and icing, and laying the fruit down in their terminal markets. Fruit auctioneers and other wholesalers got 7 cents out of the consumer's dollar. Finally, the largest piece of change went to the retailer, 30 cents.

That's the consumer's dollar spent for oranges. Segments of the other citrus fruit dollars, with slight differences, were shared in the same proportions.

WHEN THE FARMER'S SHARE OF ALL THE consumer dollars spent on all citrus fruit in 1939 is added up, you get 85 million dollars. Twenty thousand California and Arizona growers got an average of \$2,171 apiece; 7,500 Texas growers averaged \$825 for the year in citrus returns; while 20,000 Florida growers had as average citrus returns for 1939, \$1,758.

In the entire country there are some 800,000 acres in citrus fruit, about 60 million productive citrus fruit trees. That's an average of 75 trees to the acre, though the number of trees to the acre ranges from 60 to 100. Yields from these trees will usually vary from 2 to 4 boxes to a mature tree a year.

The size of a farmer's grove may be almost anything between a half acre and a couple of thousand acres, but probably most groves are between 10 and 15 acres. Each of those 10 to 15 acres represents an investment in land and in trees of from \$500 to \$2,000, maybe more, maybe less, perhaps more in California, perhaps less in Texas and Florida.

One other thing can be said of the run of citrus fruit growers. They aren't farmers the way you think of farmers who live on family farms, the wife in the farm kitchen, the kids helping out when they aren't at school, and the man carrying the load of the farm work himself. One-third of the citrus groves in Texas and Florida are owned by people who live out of these States. Their groves are run by hired superintendents bossing hired help. A majority of citrus groves are just groves, they are not the sites of family homes. Very likely the owner of the grove lives in a small town or a nearby city.

\* Earlier articles on citrus fruit appeared in the January 15, February 1, and February 15, 1941, issues of CONSUMERS' GUIDE.



GROWING CITRUS FRUIT IS EXPENSIVE. IN California and Texas and Arizona, irrigation alone may cost \$20 to \$30 an acre.

Frost is, of course, something that stalks in the citrus grower's nights, threatening him with disaster. To combat it, growers must take expensive precautions. For California and Arizona this means setting up oil-burning stoves in the groves. In Florida and Texas piles of wood are sometimes burned to keep up temperatures.

Citrus growers must buy fertilizer, too. They use a wide variety of different kinds: manures, dried blood, cottonseed meal, dried and ground fish, garbage tankage, and then, of course, the usual nitrates and phosphates.

The war that's waged between citrus growers and bugs and scales is a classic in itself. Right now, for example, there's a pest called red scale that's giving citrus growers trouble. Researchers tried spraying it with cyanide gas, only to discover that it did no good. Later they found out why. The insect held its breath until the gas was blown away. Now a way must be found to make them inhale while the gassing is going on.

Fungi are enlisted as allies of the citrus growers in the war on pests. In general, fungi are recruited to fight citrus pests in moist climates. In the dryer climates of the southwest fungi don't thrive so the call goes out to insects.

Citrus growers can't rely entirely on allies in the fight against pests. All through the year pests appear against whom the grower must take specific measures, either by spraying, fumigation, or dusting.

In spite of bugs and rough weather, the leaves on the citrus trees turn a deep shiny green, the delicate white blossoms flower, and finally clusters of fruit appear and ripen.

Carefully gloved trained picking crews turn out in the groves in force, canvas bags slung over the shoulders, ladders in hand. Eggs couldn't be handled more carefully than the citrus fruit. The picker, equipped with clippers, snips the fruit from the trees, carefully, to avoid scratching the skin, or pulling away the stem. Citrus fruits are picked by size. In the case of lemons, the picker carries a ring with him, about 2 1/4 inches in diameter. Fruit that passes through the ring is left on the tree, fruit that won't go through the ring is picked.

When the bag hanging down in front of his ladder is filled, the picker climbs down and unbuttons a flap at the bottom of the bag, permitting the fruit to roll gently into the field boxes.

ORANGES ARRIVING AT THE PACKING HOUSE for a day usually start bouncing along the

conveyor belts through the baths and brushings that lead to the final shipping crate. Oranges that need degreening, however, are subjected to a mild attack of ethylene gas from 24 to 48 hours before the journey through the packing house begins. Once the fruit are dry they are placed on conveyor belts which first dump them into a bubbly soap and water bath. Oranges that are to be colored in a dye bath pass through the coloring vat here. Bobbing up and down, the oranges float onto the belt again, now to pass through a shower of cold water, through a battery of rotary brushes, onto rollers where a blast of hot air dries the oranges completely. Buffing brushes wax the fruit until they glow.

A canvas belt picks them up now, and shunts them past gloved girls who sort the oranges into grades, snatching them off the big belt to drop them on smaller belts. Now the oranges run through sizing machines which drop fruit of the same size into separate canvas bins. Girls remove the fruit from the bins, wrap them in paper, and pack them in shipping boxes which roll away on another conveyor to have their tops machine-clamped on them.

Grapefruit bobble along pretty much through the same routine. Lemons, on the other hand, are cured in a storage room where the temperature and humidity are controlled for 30 days to 5 months before they finish their packing house rounds.

CALIFORNIA FRUIT, PRACTICALLY ALL OF it, and a substantial part of the fruit raised in Florida and Texas are sold through growers' cooperatives. Growers deliver the fruit to

the packing houses, where the cooperative takes over the delivery to terminals where the fruit auctions are held. Proceeds from the sale of citrus fruit through the cooperative are paid into a pool. At the end of the season all growers are paid the same price for all fruit of the same grade. Deductions are made to cover the cost of handling the fruit, and the operating expenses of the cooperative.

Some fruit from Florida and Texas is also marketed by the growers themselves who are known as grower shippers. Again there are handlers known as merchant shippers who buy the fruit on the trees from the growers and then pick, pack, and ship the fruit to market for sale.

CITRUS GROWERS, LIKE OTHER FARMERS, IN the past had two strikes called on them before they took the fruit to market.

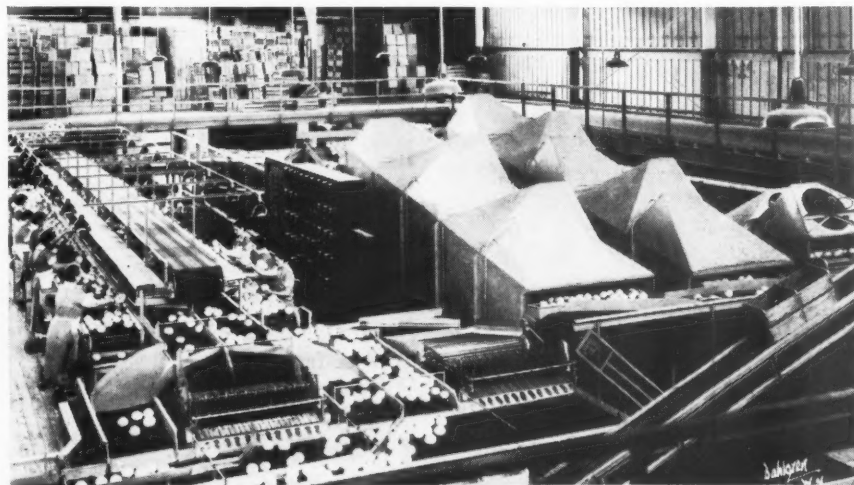
Citrus prices mirror the economic status of consumers. When consumers' incomes dropped because of unemployment, citrus prices sympathetically catapulted downward, too.

At the same time citrus production was increasing sharply so that there was more to sell to fewer buyers.

That's one strike.

The second strike suffered by citrus growers in the past has been the unevenness of movements to market. Like other fruits and vegetables, citrus fruit got marketed in spurts. Gluts would succeed pinches, so that prices during the year would swing up and down, the ups profiting no one but speculators, and the downs tearing gaping holes in citrus growers' incomes.

**BRIGHT** colored citrus fruit roll through the packing plants on conveyor belts like the marbles in a pin-ball machine. On the way, the fruit is washed, assorted, maybe degreened or colored, graded, waxed, polished, and packed.



**14** On their own initiative, citrus growers, as far back as the 1890's, organized cooperatives to take over their marketing. In the course of time, they discovered that citrus marketing is conducted on a scale so vast that it can only be regulated effectively with the aid of the Federal Government. For the past few years, that's what citrus growers have been getting.

OPERATION OF THE CITRUS FRUIT PROGRAM (as it relates to marketing) is lodged in the Surplus Marketing Administration of the Department of Agriculture. That's the Stamp Plan agency, the nickel milk agency, the free-food-for-school-lunch agency. It is also the agency that carries on a less well-known group of activities, the administration of marketing agreements and orders.

The Secretary of Agriculture, under the Marketing Agreement Act of 1937 (which was a refinement of some of the features of the Agricultural Adjustment Act, first passed in 1933) may issue what are known as market orders or he may enter into marketing agreements, or he may do both.

These orders and agreements, when ratified by growers and handlers, authorize the establishment of growers' and handlers' committees which, meeting periodically, determine how much citrus fruit may be shipped to market from a certain area.

AT THE PRESENT TIME, 2 SUCH PROGRAMS are in operation, while another is about to start. One in California and Arizona applies to oranges, another in the same region will soon apply to lemons, the third, in Florida, applies to all citrus fruit produced there. A similar program was abandoned in Texas.

In California, the committees meet regularly to determine how many carloads of oranges are to be shipped to market after they have considered:

- (a) the available supplies and prices;
- (b) the level and trend of consumer incomes;
- (c) the prospective supplies of competitive commodities;
- (d) other pertinent factors.

These committees determine how many carloads of oranges and lemons are to be shipped without reference to grades or sizes. Once the volume of fruit to be shipped is announced, this total volume is divided up among all the handlers in the area. The handlers then divide up their allotment among the growers. California citrus growers call this "proration"; economists call it volume control.

In Florida, the idea is the same but the control is different. There the control is called grade and size control. Instead of

determining how many carloads of citrus should be shipped, the committees hand down their decision by saying only fruit above a certain grade and size may be shipped to market. Right now, for example, no oranges may be shipped out of Florida below the No. 2 grade; nor may any No. 2 Russets be so shipped. No grapefruit below No. 2 quality may be shipped out of Florida at the present time, and no seedless grapefruit smaller than those that come 126 to the box may be shipped. The smallest grapefruit with seeds that may be shipped must come with not more than 80 to the box.

When a consumer learns about volume control and grade and size control, almost the first question he asks is, "What happens to the fruit that isn't shipped?"

The answer is, sometimes it is bought up by the Surplus Marketing Administration as part of the program and distributed to needy families. Sometimes it is sold within the State. Very often it is diverted to by-product uses.

THERE ARE OTHER CONSUMER QUESTIONS, too. When volume is controlled to raise price, or when the cheaper grades and sizes are kept off the market, what happens to consumption of oranges among the people who can buy them only when they are cheap enough?

Answer to that question is wider than the Act of 1937. It is as wide as the whole Nation. When found, it will tell us how to turn abundance into a blessing.

## Here's where a consumer's orange dollar goes

### CALIFORNIA ORANGES

Each coin represents 2 cents



### FLORIDA ORANGES

Each coin represents 2 cents



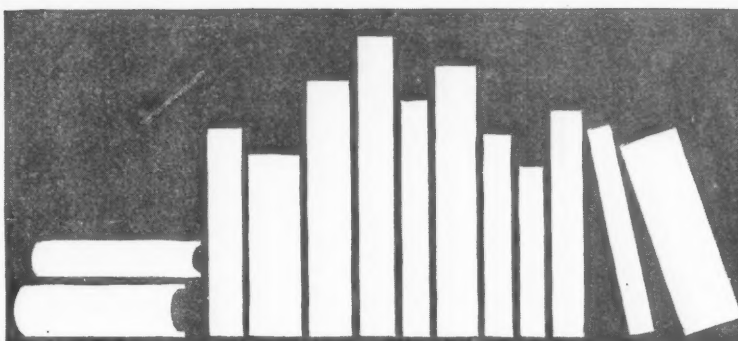
RETAILER    PACKING, ETC.    HAULING    JOBBER    GROWER

**ADJUSTING FARM FAMILY LIVING TO THE IMPACT OF WAR ABROAD AND HOME DEFENSE.** Prepared by the Bureau of Home Economics and the Bureau of Agricultural Economics, U. S. Department of Agriculture. Miscellaneous Publication No. 419. 1940, pp. 7. Address: Superintendent of Documents, Washington, D. C. 5 cents. A leaflet discussing the outlook for the farm family's income in 1941 and suggesting plans for securing adequate food, clothing, and housing. Outlines methods for developing a balanced, general farm-family living program in keeping with income prospects and defense needs.

**SURVEY OF STATE LAWS AND JUDICIAL DECISIONS ON BEDDING AND UPHOLSTERY,** by S. Mermin and J. M. Mayer, S. P. Kaidanovsky, Technical Director. 1940, pp. 160. Address: Consumers' Counsel Division, U. S. Department of Agriculture, Washington, D. C. Free to legislators, bedding and upholstery law enforcement officials, libraries and persons or organizations having a special interest in bedding and upholstery. This bulletin is not of interest to consumers generally; it is a technical study presenting the provisions of State laws regulating the manufacture and sale of bedding and upholstery, a summary of Federal and State court cases in this field, and a comparative chart of State sanitation and labeling requirements for new bedding and upholstery. The survey was conducted by the Division of the Consumers' Counsel with the assistance of the Work Projects Administration.

**ADEQUATE FAMILY FOOD ALLOWANCES AND HOW TO CALCULATE THEM,** prepared by the Social Welfare and Public Health Department of the American Home Economics Association with a representative from the American Dietetic Association. Revised, 1940, pp. 35. Address: Family Welfare Association of America, 122 East 22d Street, New York, N. Y. 40 cents. Gives the generally accepted food requirements for an adequate diet and a method of estimating the amount of money required to cover the food needs of individuals in a given locality. Includes sample work sheets.

**COMBATING THE LOAN SHARK.** Law and Contemporary Problems, Vol. VIII, No. 1, Winter 1941, pp. 206. Address: Law and Contemporary Problems, Duke



## CONSUMERS' BOOKSHELF

University School of Law, Durham, N. C. \$1.00. Entire issue devoted to a symposium on consumer credit and the loan shark, why he exists, his methods of operation, and what may be done about him. Included is, "A Survey of the General Usury Laws," presenting in chart form the principal provisions of all State statutes. In a summary article, anti-loan shark campaigns in several States are reviewed with a discussion of methods of organizing public opinion for effective measures against loan sharks.

**CONSUMER EDUCATION AND ITS RELATION TO BUSINESS AND NATIONAL DEFENSE.** Pennsylvania State Education Association. 1940, pp. 11. Address: Dr. Frank Parker, 36th and Woodland Avenue, Philadelphia, Pa. Free. Contains addresses delivered before the Consumer Education Round Table of the Pennsylvania State Education Association, Harrisburg, December 28, 1940. Included are, "Consumer Education as a Principle of Sound Business," by Harold W. Brightman, of L. Bamberger and Company, and "Consumer Education in National Defense," by Harold F. Clark, Professor of Educational Economics, Teachers College, Columbia University.

**SUBSTITUTE FOR THE SUN.** U. S. Department of Labor, Children's Bureau Folder 25. 1940, pp. 4. Address: Superintendent of Documents, Washington, D. C. 5 cents. Discusses need for "direct" sunshine and its value to the growing child. Considers substitutions in the diet for the necessary Vitamin D, describing amounts needed, and contents of Vitamin D in various preparations. Suggests when and how to use them.

**WHY DO TENANTS MOVE?** A study of the Moving Habits and Attitudes of 1,219 New York Families. October, 1940, pp. 23, mimeo. Address: Citizens' Housing Council of New York, 470 Fourth Avenue, New York, N. Y. 50 cents. Results of a survey conducted by the Citizens' Housing Council of New York with the aid of students of housing in various universities of New York City. Considers the reasons given by tenants for moving and presents the opinions of tenants concerning conditions in their present residence as well as their attitudes toward landlords. Similar data from Manhattan and Brooklyn are compared.

**STANDARDS,** prepared for the National Youth Administration with the cooperation of the National Bureau of Standards. The Modern World At Work Series, No. 2. 1940, pp. 48, illus. Address: Superintendent of Documents, Washington, D. C. 15 cents. Contains a brief story of the development of standards of weight and measure, and the work of the National Bureau of Standards in testing commodities and materials to see that they meet established standards of quality and performance. Illustrations of some of the testing apparatus are included.

**COOPERATIVE DAIRYING,** by Valery J. Tereshtenko and the Research Staff of the Cooperative Project. Studies of the Cooperative Project, Series C, Part I. 1940, pp. 212, mimeo. Address: Cooperative Project, Work Projects Administration, 625 Madison Ave., New York, N. Y. Free. Discusses the origin, early history and present status of cooperative dairying in the United States and abroad and reviews available literature on the subject, presenting abstracts of 427 publications. Topical and geographical indices.



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